

REMARKS

This preliminary amendment adds 50 new claims to the application, and covers inventive features not specifically claimed in the original application.

Regarding claims 49, 57 and 84, these claims are directed to filtering data provided to a specific individual. These claims are supported on page 8, lines 4-16, and elsewhere throughout the specification.

Regarding claims 50, 58 and 85, these claims are directed to filtering data based on time and/or location of a specific individual. These claims are supported on page 8, lines 4-16 and elsewhere throughout the specification.

Regarding claims 51, 54, 59, 62, 86 and 89, these claims are directed to filtering data based on an individual user's personal preferences. These claims are supported on page 8, lines 4-16 and elsewhere throughout the specification.

Regarding claims 52, 55, 60, 63, 87 and 90, these claims are directed to filtering data based on an individual user's personal preferences which are entered into the system by the user. These claims are supported on page 8, lines 4-16 and elsewhere throughout the specification.

Regarding claims 53, 56, 61, 64, 88 and 91, these claims are directed to automatically filtering data based on an individual's activities or choices. These claims are supported on page 8, lines 13-16, page 13, lines 3-8 and elsewhere throughout the specification.

Regarding claims 65-66 and 92, these claims are directed to remotely updating information in the identification device carried by the individual. These claims are supported on page 12, lines 6-8.

Regarding claims 67-68, these claims are directed to more specifically describing the types of hardware devices which may be used to implement the identification device carried by the individual. These claims are supported on page 11, line 19 through page 12, line 4.

Regarding claims 69-71, these claims are directed to the body notification system where and the system will automatically notify an individual when a friend is in the same location. These claims are supported on page 19, lines 17-24.

Regarding claims 72-77 and 93-94, these claims are directed to selection of advertisements based on location and/or time. These claims are supported on page 6, lines 2-11, page 13, lines 3-8, and elsewhere throughout the specification.

Regarding claims 78-83, these claims are directed to the detection of an individual's activity, and the use of that activity information as an indication of an individual's preferences.

These claims are supported on page 4, line 23 through page 5, line 6 and page 9, lines 13-15.

Regarding claims 95-98, these claims are directed to detection of what programs an individual is watching, such programs presented on a television monitor or radio, or programs which are presented via computer visual or output device, and using that information to determine what information will be presented to the user by the system. These claims are supported on page 20, lines 7-13.

Applicant's Attorney thanks the Examiner for the Examiner's help in prosecuting this invention. Applicant's Attorney has been careful to avoid the introduction of new matter.

Respectfully submitted,

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I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Box Fee Amendment, Assistant Commissioner for Patents, Washington, D.C. 20231

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